

APPROVED
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
CITY HALL
8th FLOOR CONFERENCE ROOM
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301
October 12, 2015, 3:30 P.M.

MEMBERS	September 2015 – August, 2016				
	REGULAR MTGS		SPECIAL MTGS		
		Present	Absent	Present	Absent
Greater FTL Chamber of Commerce <u>Eduardo Fernandez</u> , Chair	P	2	0	0	0
Marriott Courtyard <u>Bill Cunningham</u> , Vice Chair Thomas Miller, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale <u>Jean Capps</u> Stephen Donahue, Alternate	P	2	0	0	0
The “W” Hotel, Capri Hotel, LLC <u>Michel Notten</u> Kristiann Galati, Alternate	P	2	0	0	0
Beach Redevelopment Adv. Board <u>Ina Lee</u>	P	2	0	0	0
Bahia Mar Patrick Reese <u>John Hopwood</u> , Alternate	P	1	1	0	0
Ritz Carlton Hotel Greg Cook Monique Soriano, Alternate	A	0	2	0	0
Conrad Hotel, CFLB Partnership LLC Martin Wormull	A	0	1	0	0
The Westin Ft Lauderdale Beach Bruce Roy	P	1	0	0	0

Staff

Don Morris, Economic and Business Development Manager
Dan Barnett, Wizard Entertainment, BID Manager

Glen Hadwen, Sustainability Manager
Cija Omengebar, Economic Development Aide
Lutecia Florencio, Administrative Aide
Lisa Edmondson, Prototype

Presenters and Guests

David Buttrey, Huka Productions

Communications to the City Commission

Motion made by Ms. Lee, seconded by Mr. Roy, that the Beach Business Improvement District Advisory Committee is opposed to the Beach Wrack pilot program at the location, the time of year, and have a big concern with anything that disturbs the pristine quality of the beach environment, which is the number one reason people come here from all over the world and residents come from all over to enjoy the beach. In a voice vote, the motion passed unanimously.

I. Call to Order / Roll Call / Quorum

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:35 p.m., and it was noted there was a quorum.

II. Approval of Minutes

- September 14, 2015

Motion made by Ms. Lee, seconded by Vice Chair Cunningham, to approve the minutes of the September 14, 2015, meeting as presented. In a voice vote, the motion passed unanimously.

III. Election of Chair

Nomination made by Ms. Lee, seconded by Vice Chair Cunningham, for Eduardo Fernandez for Chair. There were no other nominations. In a voice vote, the nomination passed unanimously.

Nomination made by Ms. Lee, seconded by Chair Fernandez, for Bill Cunningham for Vice-Chair. There were no other nominations. In a voice vote, the nomination passed unanimously.

IV. Beach Wrack Pilot Project – Glen Hadwen, City of Fort Lauderdale Sustainability Manager

Mr. Hadwen pointed out some documents in the Board packets about the project. The City Commission discussed the project on June 2, 2015, and the Commission directed staff to implement a pilot project to allow accumulation of beach wrack (kelp, seagrass, etc.) to preserve the natural beach environment. Mr. Hadwen showed a PowerPoint presentation describing the project and the nature of the beach wrack. He said the project will begin in December of 2015 and end in February of 2016.

Mr. Morris commented that the City is asking for input prior to implementation of the project so that concerns/suggestions of the various advisory boards can be heard.

Ms. Lee wondered if the project would cause any undesirable odor on the beach; Mr. Hadwen could not predict what odors there might be. Chair Fernandez mentioned that he walked a beach with beach wrack on it at Key Biscayne and said the smell was "beyond tolerable." He continued that visitors like Fort Lauderdale Beach because of its cleanliness.

Vice Chair Cunningham suggested studying results from other wrack projects before embarking on a pilot program. Mr. Hadwen responded that, while it has been done in other places, he said that every location is unique and reacts differently. He added that if the pilot program is successful, it could be expanded.

Ms. Lee stated that the program would occur at the height of the tourist season and recommended exercising caution with any program that would be a further detriment (in addition to the turtles) to the tourism industry.

Mr. Morris suggested that the project occur on a less populated beach area. Mr. Hadwen believed that the current location was selected in order to get feedback in a central area in case they want to expand the project.

Chair Fernandez cautioned against making the beach unpleasant for visitors. Vice Chair Cunningham added that the pristine nature of the beach is the main reason visitors come to Fort Lauderdale, and he thought the project would be "completely against" everything currently being done for the beach. He said he would object to where and when it is planned to be done.

VII. Communications to the City Commission (taken out of order)

Motion made by Ms. Lee, seconded by Mr. Roy, that the Beach Business Improvement District Advisory Committee is opposed to the Beach Wrack pilot program at the location, the time of year, and have a big concern with anything that disturbs the pristine quality of the beach environment, which is the number one reason people come here from all over the world and residents come from all over to enjoy our beach. In a voice vote, the motion passed unanimously.

Discussion ensued on the nature of the beach (clean and beautiful) and the prospect of displeasing tourists with the wrack project. Several members also brought up the Blue Wave Beach designation and how the project might adversely affect that.

V. Friday Night Sound Waves – Arianne Glassman, Event Producer – rAv Communications

Ms. Glassman showed a short promotional video for Friday Night Sound Waves. She said they want to continue having the events every Friday night – it brings the locals out to enjoy the beach. Ms. Glassman explained they would have the events in three three-month segments at the Hub: January - March, May – July, September – November. She stated that the City's Parks and Recreation Department hired her under a service provider agreement to manage the project for them.

Ms. Glassman spoke about the positives of the program:

- Provides sense of community
- Great meeting place
- Project evolved naturally
- Creates excitement and happiness in area

Ms. Glassman asked if the BID would support the project for the first year. Contract negotiations are underway with Constellation Brands for them to be the presenting sponsor at \$25,000 for each three-month segment, or \$60,000 per year for two to three years. Small businesses are being asked to contribute to expenses. The entire year's budget is \$185,000; they would ask the BID for \$150,000 for the first year. Ms. Glassman stated that her fee would be excluded from the BID contribution.

Ms. Glassman clarified that any amount of the \$185,000 that is obtained in the form of sponsorships would roll over to the next year. Mr. Morris reminded the Board that they frequently give up-front money and, over a period of time, reduce the contributions.

Ms. Lee provided a history of Saturday Night Alive. She commented that music without a beat did not work. She said a good tent setup is needed for the Friday Night Sound Waves so that the brand of the beach can be displayed. Ms. Lee suggested that the hotels package the event to increase its potential.

Ms. Lee recommended that the project be a joint BID/CRA project, since the CRA businesses would benefit more than the BID members. She also said that a way has to be devised to get people to the Hub from the north end of the beach. Ms. Lee recommended lighting for the event area that provides a safe environment.

Mr. Morris reminded the Board that the BID has plenty of money to spend, and the CRA is done in 2020. The CRA is moving away from supporting event commitments and towards public improvement projects.

In response to a question by Chair Fernandez, Mr. Morris said that the Beach Redevelopment Advisory Board moved away from the air show since the event was not in the CRA area, even though the viewing area was.

Mr. Barnett was curious about funding an event that goes past October 1, 2016. Mr. Morris responded that they typically pay after the expenses are incurred, although they might pay upfront if the Parks and Recreation Department is actually putting on the event. He added that the expense has to occur before the end of the fiscal year. The approval, if the Board deems so, would be for more than one fiscal year; any time after the end of the fiscal year would be budgeted into the new year.

Vice Chair Cunningham asked for clarification on the BID sponsorship if the event draws more sponsors. Ms. Glassman reiterated that excess monies from year one would roll over into year two. She added she has a target list of sponsors based on research, including BankofAmerica, PNC Bank, and JetBlue Airways.

Mr. Barnett expressed concern with having another bank sponsorship in addition to BankofAmerica, since that bank has a long-term representation with the City. Ms. Glassman said she discussed the possibility with Carl Williams (Deputy Director, City of Fort Lauderdale); he advised approaching BankofAmerica, which she did, and they were satisfied with that possibility, as well as having the event on Friday instead of Saturday. Ms. Lee wanted something in writing to that effect.

Ms. Glassman said they investigated combining the Food & Beverage program with the music event, but found they cannot sell liquor at the event.

Ms. Glassman pointed out that if the event brings in excess sponsorship dollars, they could bring in regional entertainers in the last day of each series. Vice Chair Cunningham presented the idea of reducing the amount of money from the BID, and favored a short-term agreement.

Ms. Glassman responded that if they broke up the BID sponsorship into three segments, she would have to reconsider their upfront budget. The first segment has additional costs of the tent, banner, A-frames, kiosks, etc.

Mr. Barnett advised that if they ask the CRA to contribute to the sponsorship, he felt a January 8, 2016, start date was unrealistic. Mr. Morris said they could get the discussion on the agenda for the CRA Board meeting for October 19, 2015. Chair Fernandez said they should ask the CRA to split the cost 50/50.

Mr. Roy wondered if the holiday lights could be incorporated into a music performance, rather than having nothing happening with the program during December. Mr. Morris said they could also look at DC Alexander Park as a venue, while Ms. Lee did not want to move the venue.

Motion made by Ms. Lee, seconded by Ms. Capps, for the BID to contribute up to \$180,000, with the understanding that Ms. Glassman will approach other sponsors, including the CRA, and after six months, the BID will review their sponsorship and existing and future costs.

Ms. Glassman said they skipped April as a performance month to give time for Tortuga.

In a voice vote, the motion passed unanimously.

Vice Chair Cunningham asked if the event grew over the two-month period, or if it depended on the band; Ms. Glassman responded it depended on the band and the weather. She said the Brazilian dancers drew a crowd, as did the oldies bands. Ms. Glassman clarified that “talent” refers to dancers as well as to bands. She said two dancers for one hour cost \$300; the bands, which were local, ranged from \$1500 to \$1800. Ms. Glassman said that the cost for ten weeks amounted to \$15,000, with some funding from the Chamber of Commerce Beach Council.

Ms. Glassman mentioned they are considering having beach chairs and beach roll-ups branded for sponsors. They are investigating more options involving furniture.

Mr. Roy suggested getting help from dance schools, and Ms. Glassman advised they have approached dance schools to participate.

VI. BID Manager Update – Dan Barnett, BID Manager

Mr. Barnett commented that the Swatch and Red Bull events were excellent. He said Fort Lauderdale is becoming known for major world class events.

Mr. Barnett said the wine and food people cannot expand their event this year – they are full. He suggested having them give a presentation for next year.

Ms. Omengebar reported on the Food & Beverage project; she said only four vendors are approved to date. They are waiting for others.

Mr. Barnett introduced David Buttrey from Huka Productions, who said he is a recent employee at Huka with a background in music festivals. Mr. Buttrey stated they want to stay in better communication with all the members of the BID and community members in Fort Lauderdale. He said they want to move their second 2016 event to November (but not competing with the boat show or Thanksgiving) and offered to provide a more comprehensive presentation at a later date. Mr. Buttrey said they are leaning toward a contemporary music genre that will draw a manageable crowd.

Discussion ensued on possible dates in November to have the Huka event.

Mr. Barnett advised that one of the issues will be load-in and setup in the South Beach parking lot while the boat show is taking place across the street. He will put Huka in touch with Dave Graziano at Show Management to discuss logistics.

Chair Fernandez wondered if Huka preferred November due to it being the end of hurricane season or because of turtle issues, and Mr. Buttrey said they were both concerns. After a brief discussion on the logistics of event timing, Mr. Morris advised that Mr. Barnett would work with Huka on the dates.

Ms. Lee commented that Swatch did a great job of having the name "Fort Lauderdale" all over their event. She hoped that Huka would have some visible identification of Fort Lauderdale on their stage. Chair Fernandez noted it was a televised event, which may have been part of the staging reasoning, and Mr. Barnett commented that most major festivals are so well-known that people know where they are. Mr. Buttrey mentioned that another factor is the contractual arrangement with sponsors who are paying for the stage.

Vice Chair Cunningham wondered what the attendance was for the Swatch event, and he said he did not see much difference at the hotel business. Mr. Barnett said the grandstand was full and guessed they had 3,000 to 4,000 people there at any given time.

Ms. Lee reported that a berm was built so the turtles could not get to the Swatch event site. She said she would like to see a permanent berm-like structure there for events.

VII. Communications to City Commission (addressed earlier)

VIII. Old/New Business

Ms. Lee reported that the joint City Commission/Beach Redevelopment Advisory Board/CRA meeting was held earlier in the day regarding \$56 million of infrastructure projects. She advised Board members to look at the presentation, which was well received. Mr. Morris said he would send a link to the information.

Hearing no further business, Chair Fernandez adjourned the meeting at 5:08 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint presentation on the Beach Wrack Pilot Project – Glen Hadwen

